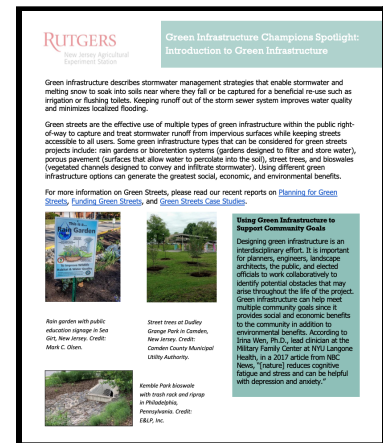


Wow Your Town: Four Fact Sheets for Green Infrastructure Champions

When it rains, stormwater can cause flooding, impair water quality, and threaten public health. Green infrastructure is a group of stormwater management strategies that enable stormwater and melting snow to soak into soils near where they fall or be captured for a beneficial re-use such as irrigation or flushing toilets. Keeping runoff out of the storm sewer system improves water quality and minimizes localized flooding.

These four fact sheets are meant to help local advocates promote green infrastructure in their towns. To use these fact sheets, follow these steps:

1. Identify your audience. Each fact sheet is written with a different audience in mind.
2. Choose the fact sheet that matches your audience: [general population](#), [environmental experts](#), [transportation specialists](#), or [school stakeholders](#).
3. At the bottom of the fact sheet, add your name and contact information in the box that says “Space reserved for local logos/contact information.”
4. Print the fact sheets and bring them to your next meeting! (The fact sheets can also be distributed electronically, or you can direct people to the [Green Infrastructure Municipal Toolkit](#).)



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About Jersey Water Works

[Jersey Water Works](#) is working to transform New Jersey’s inadequate water infrastructure through sustainable, cost-effective solutions that provide communities with clean water and waterways; healthier, safer neighborhoods; local jobs; flood and climate resilience; and economic growth. The Green Infrastructure Committee’s goal is to increase the number of communities that employ green infrastructure to maximize benefits, including reduced flooding and improved water quality, local economies, community health, and long-term resiliency.



jerseywaterworks.org
info@jerseywaterworks.org
[jerseywaterworks](https://www.facebook.com/jerseywaterworks)